

## ORDER



**Orders**  
**Order / Rev:** 714855  
**Alt Order #:** 06323454  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 207  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/19/12 / 09/19/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/25/12 | 90      | \$26,665.00  | \$22,665.25 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 90        | \$26,665.00        | \$22,665.25        | 0.00        |
| <b>Totals</b>  | <b>90</b> | <b>\$26,665.00</b> | <b>\$22,665.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Nick Welte        |              |              | Start Of Order - End Of Order | 100%    |

| Ln         | Ch   | Start             | End             | Inventory Code                       | Break             | Start/End Time | Days        | Len | Spots         | Rate    | Pri | Rtg  | Type | Spots | Amount   |
|------------|------|-------------------|-----------------|--------------------------------------|-------------------|----------------|-------------|-----|---------------|---------|-----|------|------|-------|----------|
| E 1        | WFMY | 09/24/12          | 09/25/12        | M-F 6-8a<br>Good Morning Show        | CM                | 6-8a           | 11-----     | :30 | 2             | \$80.00 | P-4 | 0.00 | NM   | 2     | \$160.00 |
| 1X MAX/DAY |      |                   |                 |                                      |                   |                |             |     |               |         |     |      |      |       |          |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |         |     |      |      |       |          |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                              | 2                 |                | \$80.00     |     | 0.00          |         |     |      |      |       |          |
| E 2        | WFMY | 09/19/12          | 09/21/12        | M-F 6-8a<br>Good Morning Show        | CM                | 6-8a           | --WTF--     | :30 | 3             | \$80.00 | P-4 | 0.00 | NM   | 3     | \$240.00 |
| 1X MAX/DAY |      |                   |                 |                                      |                   |                |             |     |               |         |     |      |      |       |          |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |         |     |      |      |       |          |
| Week:      |      | 09/17/12          | 09/23/12        | ---TF--                              | 3                 |                | \$80.00     |     | 0.00          |         |     |      |      |       |          |
| E 3        | WFMY | 09/19/12          | 09/21/12        | CBS This Morning<br>CBS This Morning | CM                | 8-10a          | --WTF--     | :30 | 3             | \$60.00 | P-3 | 0.00 | NM   | 3     | \$180.00 |
| 1X MAX/DAY |      |                   |                 |                                      |                   |                |             |     |               |         |     |      |      |       |          |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |         |     |      |      |       |          |
| Week:      |      | 09/17/12          | 09/23/12        | ---TF--                              | 3                 |                | \$60.00     |     | 0.00          |         |     |      |      |       |          |
| E 4        | WFMY | 09/24/12          | 09/25/12        | CBS This Morning<br>CBS This Morning | CM                | 8-10a          | 11-----     | :30 | 2             | \$60.00 | P-3 | 0.00 | NM   | 2     | \$120.00 |
| 1X MAX/DAY |      |                   |                 |                                      |                   |                |             |     |               |         |     |      |      |       |          |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |         |     |      |      |       |          |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                              | 2                 |                | \$60.00     |     | 0.00          |         |     |      |      |       |          |
| E 5        | WFMY | 09/24/12          | 09/25/12        | M-F 10-11a<br>10-11a                 | CM                | 10-11a         | 11-----     | :30 | 2             | \$50.00 | P-4 | 0.00 | NM   | 2     | \$100.00 |
| 1X MAX/DAY |      |                   |                 |                                      |                   |                |             |     |               |         |     |      |      |       |          |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |         |     |      |      |       |          |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                              | 2                 |                | \$50.00     |     | 0.00          |         |     |      |      |       |          |

Order / Rev: 714855  
 Alt Order #: 06323454  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 207

WFMY-TV

| Ln          | Ch        | Start             | End             | Inventory Code                   | Break             | Start/End Time        | Days                       | Len           | Spots         | Rate        | Pri | Rtg        | Type        | Spots | Amount   |
|-------------|-----------|-------------------|-----------------|----------------------------------|-------------------|-----------------------|----------------------------|---------------|---------------|-------------|-----|------------|-------------|-------|----------|
| E 6         | WFMY      | 09/19/12          | 09/21/12        | M-F 10-11a<br>10-11a             | CM                | 10-11a                | ---21--                    | :30           | 3             | \$50.00     | P-4 | 0.00       | NM          | 3     | \$150.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/17/12          | 09/23/12        | ---21--                          | 3                 |                       | \$50.00                    |               | 0.00          |             |     |            |             |       |          |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>               |                   | <u>Start/End Time</u> | <u>Weekdays</u>            | <u>Length</u> |               | <u>Rate</u> |     | <u>Rtg</u> | <u>Type</u> |       |          |
| 1           | WFMY      | 09/17/12-09/23/12 |                 | M-F 10-11a                       |                   | 10-11a                | (10:00 AM-10:29 ---ThF---- | :30           |               | \$50.00     |     | 0.00       | NM          |       |          |
| 2           | WFMY      | 09/17/12-09/23/12 |                 | M-F 10-11a                       |                   | 10-11a                | (10:00 AM-10:29 ---ThF---- | :30           |               | \$50.00     |     | 0.00       | NM          |       |          |
| 3           | WFMY      | 09/17/12-09/23/12 |                 | M-F 10-11a                       |                   | 10-11a                | (10:00 AM-10:29 ---ThF---- | :30           |               | \$50.00     |     | 0.00       | NM          |       |          |
| E 7         | WFMY      | 09/19/12          | 09/21/12        | Price Is Right<br>Price Is Right | CM                | 11a-12p               | --WTF--                    | :30           | 3             | \$140.00    | P-3 | 0.00       | NM          | 3     | \$420.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/17/12          | 09/23/12        | ---TF--                          | 3                 |                       | \$140.00                   |               | 0.00          |             |     |            |             |       |          |
| E 8         | WFMY      | 09/24/12          | 09/25/12        | Price Is Right<br>Price Is Right | CM                | 11a-12p               | 11-----                    | :30           | 2             | \$225.00    | P-2 | 0.00       | NM          | 2     | \$450.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/24/12          | 09/30/12        | 11-----                          | 2                 |                       | \$225.00                   |               | 0.00          |             |     |            |             |       |          |
| E 9         | WFMY      | 09/24/12          | 09/25/12        | News2 at Noon<br>News2 at Noon   | CM                | 12-1230p              | 11-----                    | :30           | 2             | \$130.00    | P-3 | 0.00       | NM          | 2     | \$260.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/24/12          | 09/30/12        | 11-----                          | 2                 |                       | \$130.00                   |               | 0.00          |             |     |            |             |       |          |
| E 10        | WFMY      | 09/19/12          | 09/21/12        | News2 at Noon<br>News2 at Noon   | CM                | 12-1230p              | --WTF--                    | :30           | 3             | \$130.00    | P-3 | 0.00       | NM          | 3     | \$390.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/17/12          | 09/23/12        | ---TF--                          | 3                 |                       | \$130.00                   |               | 0.00          |             |     |            |             |       |          |
| E 11        | WFMY      | 09/19/12          | 09/21/12        | M-F CBS Soaps<br>CBS Soaps       | CM                | 12:30-2p              | --WTF--                    | :30           | 3             | \$160.00    | P-3 | 0.00       | NM          | 3     | \$480.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/17/12          | 09/23/12        | ---TF--                          | 3                 |                       | \$160.00                   |               | 0.00          |             |     |            |             |       |          |
| E 12        | WFMY      | 09/24/12          | 09/25/12        | M-F CBS Soaps<br>CBS Soaps       | CM                | 12:30-2p              | 11-----                    | :30           | 2             | \$275.00    | P-2 | 0.00       | NM          | 2     | \$550.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/24/12          | 09/30/12        | 11-----                          | 2                 |                       | \$275.00                   |               | 0.00          |             |     |            |             |       |          |
| E 13        | WFMY      | 09/19/12          | 09/21/12        | M-F 2-3p<br>The Talk             | CM                | 2-3p                  | --WTF--                    | :30           | 3             | \$100.00    | P-3 | 0.00       | NM          | 3     | \$300.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/17/12          | 09/23/12        | ---TF--                          | 3                 |                       | \$100.00                   |               | 0.00          |             |     |            |             |       |          |
| E 14        | WFMY      | 09/24/12          | 09/25/12        | M-F 2-3p<br>The Talk             | CM                | 2-3p                  | 11-----                    | :30           | 2             | \$150.00    | P-2 | 0.00       | NM          | 2     | \$300.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/24/12          | 09/30/12        | 11-----                          | 2                 |                       | \$150.00                   |               | 0.00          |             |     |            |             |       |          |
| E 15        | WFMY      | 09/24/12          | 09/25/12        | M-F 3-4p<br>Let's Make a Deal    | CM                | 3-4p                  | 11-----                    | :30           | 2             | \$95.00     | P-3 | 0.00       | NM          | 2     | \$190.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/24/12          | 09/30/12        | 11-----                          | 2                 |                       | \$95.00                    |               | 0.00          |             |     |            |             |       |          |
| E 16        | WFMY      | 09/19/12          | 09/21/12        | M-F 3-4p<br>Let's Make a Deal    | CM                | 3-4p                  | --WTF--                    | :30           | 3             | \$95.00     | P-3 | 0.00       | NM          | 3     | \$285.00 |
| 1X MAX/DAY  |           |                   |                 |                                  |                   |                       |                            |               |               |             |     |            |             |       |          |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                       | <u>Rate</u>                |               | <u>Rating</u> |             |     |            |             |       |          |
| Week:       |           | 09/17/12          | 09/23/12        | ---TF--                          | 3                 |                       | \$95.00                    |               | 0.00          |             |     |            |             |       |          |
| E 17        | WFMY      | 09/19/12          | 09/21/12        | News 2 at 5<br>News 2 at 5       | CM                | 5-530p                | --WTF--                    | :30           | 3             | \$225.00    | P-3 | 0.00       | NM          | 3     | \$675.00 |

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 Alt Order #: 06323454  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 207

WFMY-TV

| Ln         | Ch   | Start             | End             | Inventory Code                        | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------|------|-------------------|-----------------|---------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/17/12          | 09/23/12        | ---TF--                               |       |                |         |     | 3                 | \$225.00    |     | 0.00          |      |       |            |
| E 18       | WFMY | 09/24/12          | 09/25/12        | News 2 at 5<br>News 2 at 5            | CM    | 5-530p         | 11----- | :30 | 2                 | \$225.00    | P-3 | 0.00          | NM   | 2     | \$450.00   |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                               |       |                |         |     | 2                 | \$225.00    |     | 0.00          |      |       |            |
| E 19       | WFMY | 09/24/12          | 09/25/12        | 530-6p Andy Griffith<br>Andy Griffith | CM    | 530-6p         | 11----- | :30 | 2                 | \$230.00    | P-3 | 0.00          | NM   | 2     | \$460.00   |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                               |       |                |         |     | 2                 | \$230.00    |     | 0.00          |      |       |            |
| E 20       | WFMY | 09/19/12          | 09/21/12        | 530-6p Andy Griffith<br>Andy Griffith | CM    | 530-6p         | --WTF-- | :30 | 3                 | \$230.00    | P-3 | 0.00          | NM   | 3     | \$690.00   |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/17/12          | 09/23/12        | ---TF--                               |       |                |         |     | 3                 | \$230.00    |     | 0.00          |      |       |            |
| E 21       | WFMY | 09/19/12          | 09/21/12        | News 2 at 6<br>News 2 at 6            | CM    | 6-630p         | ---33-- | :30 | 6                 | \$350.00    | P-3 | 0.00          | NM   | 6     | \$2,100.00 |
| 2X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/17/12          | 09/23/12        | ---33--                               |       |                |         |     | 6                 | \$350.00    |     | 0.00          |      |       |            |
| E 22       | WFMY | 09/24/12          | 09/25/12        | News 2 at 6<br>News 2 at 6            | CM    | 6-630p         | 22----- | :30 | 4                 | \$350.00    | P-3 | 0.00          | NM   | 4     | \$1,400.00 |
| 2X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | 22-----                               |       |                |         |     | 4                 | \$350.00    |     | 0.00          |      |       |            |
| E 23       | WFMY | 09/24/12          | 09/25/12        | PA (M-F)<br>Wheel/Jeopardy            | CM    | 7-8p           | 11----- | :30 | 2                 | \$375.00    | P-3 | 0.00          | NM   | 2     | \$750.00   |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                               |       |                |         |     | 2                 | \$375.00    |     | 0.00          |      |       |            |
| E 24       | WFMY | 09/19/12          | 09/21/12        | PA (M-F)<br>Wheel/Jeopardy            | CM    | 7-8p           | --WTF-- | :30 | 3                 | \$375.00    | P-3 | 0.00          | NM   | 3     | \$1,125.00 |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/17/12          | 09/23/12        | ---TF--                               |       |                |         |     | 3                 | \$375.00    |     | 0.00          |      |       |            |
| E 25       | WFMY | 09/19/12          | 09/21/12        | News 2 at 11<br>News 2 at 11          | CM    | 11-1135p       | --WTF-- | :30 | 3                 | \$350.00    | P-3 | 0.00          | NM   | 3     | \$1,050.00 |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/17/12          | 09/23/12        | ---TF--                               |       |                |         |     | 3                 | \$350.00    |     | 0.00          |      |       |            |
| E 26       | WFMY | 09/24/12          | 09/25/12        | News 2 at 11<br>News 2 at 11          | CM    | 11-1135p       | 11----- | :30 | 2                 | \$350.00    | P-3 | 0.00          | NM   | 2     | \$700.00   |
| 1X MAX/DAY |      |                   |                 |                                       |       |                |         |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | 11-----                               |       |                |         |     | 2                 | \$350.00    |     | 0.00          |      |       |            |
| E 27       | WFMY | 09/25/12          | 09/25/12        | Tue Prime A<br>NCIS                   | CM    | 8-9p           | -T----- | :30 | 1                 | \$2,000.00  | P-2 | 0.00          | NM   | 1     | \$2,000.00 |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | -T-----                               |       |                |         |     | 1                 | \$2,000.00  |     | 0.00          |      |       |            |
| E 28       | WFMY | 09/25/12          | 09/25/12        | Tue Prime B<br>NCIS: Los Angeles      | CM    | 9-10p          | -T----- | :30 | 1                 | \$1,200.00  | P-3 | 0.00          | NM   | 1     | \$1,200.00 |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/24/12          | 09/30/12        | -T-----                               |       |                |         |     | 1                 | \$1,200.00  |     | 0.00          |      |       |            |
| E 31       | WFMY | 09/20/12          | 09/20/12        | Thu Prime B<br>Two and a Half Men/T   | CM    | 9-10p          | ---T--- | :30 | 1                 | \$1,200.00  | P-3 | 0.00          | NM   | 1     | \$1,200.00 |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 09/17/12          | 09/23/12        | ---T---                               |       |                |         |     | 1                 | \$1,200.00  |     | 0.00          |      |       |            |
| E 32       | WFMY | 09/21/12          | 09/21/12        |                                       | CM    | 8-9p           |         | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1     | \$800.00   |

Order / Rev: 714855  
 Alt Order #: 06323454  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 207

WFMY-TV

| Ln    | Ch   | Start             | End             | Inventory Code        | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri           | Rtg  | Type   | Spots | Amount      |
|-------|------|-------------------|-----------------|-----------------------|-------|-------------------|---------|-----|-------------|------------|---------------|------|--------|-------|-------------|
|       |      |                   |                 | Fri Prime A           |       |                   | ----F-- |     |             |            |               |      |        |       |             |
|       |      |                   |                 | Undercover Boss       |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | ----F--               |       | 1                 |         |     | \$800.00    |            | 0.00          |      |        |       |             |
| E 33  | WFMY | 09/21/12          | 09/21/12        | Fri Prime C           | CM    | 10-11p            | ----F-- | :30 | 1           | \$800.00   | P-3           | 0.00 | NM     | 1     | \$800.00    |
|       |      |                   |                 | Blue Bloods           |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | ----F--               |       | 1                 |         |     | \$800.00    |            | 0.00          |      |        |       |             |
| E 34  | WFMY | 09/22/12          | 09/22/12        | Good Morning Show Sat | CM    | 6-9a              | -----S- | :30 | 2           | \$70.00    | P-4           | 0.00 | NM     | 2     | \$140.00    |
|       |      |                   |                 | Good Morning Show Sa  |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S-               |       | 2                 |         |     | \$70.00     |            | 0.00          |      |        |       |             |
| E 35  | WFMY | 09/22/12          | 09/22/12        | PA (Sa)               | CM    | 7-8p              | -----S- | :30 | 1           | \$110.00   | P-4           | 0.00 | NM     | 1     | \$110.00    |
|       |      |                   |                 | Sat News/Ftbl Blitz   |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S-               |       | 1                 |         |     | \$110.00    |            | 0.00          |      |        |       |             |
| E 36  | WFMY | 09/22/12          | 09/22/12        | News 2 at 11          | CM    | 11-1135p          | -----S- | :30 | 1           | \$350.00   | P-3           | 0.00 | NM     | 1     | \$350.00    |
|       |      |                   |                 | News 2 at 11          |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S-               |       | 1                 |         |     | \$350.00    |            | 0.00          |      |        |       |             |
| E 37  | WFMY | 09/23/12          | 09/23/12        | Good Morning Show Sun | CM    | 6-9a              | -----S  | :30 | 2           | \$70.00    | P-4           | 0.00 | NM     | 2     | \$140.00    |
|       |      |                   |                 | Good Morning Show Su  |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 2                 |         |     | \$70.00     |            | 0.00          |      |        |       |             |
| E 38  | WFMY | 09/23/12          | 09/23/12        | CBS Sunday Morning    | CM    | 9-1030a           | -----S  | :30 | 2           | \$200.00   | P-3           | 0.00 | NM     | 2     | \$400.00    |
|       |      |                   |                 | CBS Sunday Morning    |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 2                 |         |     | \$200.00    |            | 0.00          |      |        |       |             |
| E 39  | WFMY | 09/23/12          | 09/23/12        | Face the Nation       | CM    | 1030-11a          | -----S  | :30 | 1           | \$750.00   | P-2           | 0.00 | NM     | 1     | \$750.00    |
|       |      |                   |                 | Face the Nation       |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 1                 |         |     | \$750.00    |            | 0.00          |      |        |       |             |
| E 40  | WFMY | 09/23/12          | 09/23/12        | Sun Prime A           | CM    | 7-8p              | -----S  | :30 | 2           | \$1,000.00 | P-3           | 0.00 | NM     | 2     | \$2,000.00  |
|       |      |                   |                 | 60 Minutes            |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 2                 |         |     | \$1,000.00  |            | 0.00          |      |        |       |             |
| E 41  | WFMY | 09/23/12          | 09/23/12        | Sun Prime C           | CM    | 9-10p             | -----S  | :30 | 1           | \$1,200.00 | P-3           | 0.00 | NM     | 1     | \$1,200.00  |
|       |      |                   |                 | The Good Wife         |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 1                 |         |     | \$1,200.00  |            | 0.00          |      |        |       |             |
| E 42  | WFMY | 09/23/12          | 09/23/12        | Sun Prime D           | CM    | 10-11p            | -----S  | :30 | 1           | \$900.00   | P-3           | 0.00 | NM     | 1     | \$900.00    |
|       |      |                   |                 | The Mentalist         |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 1                 |         |     | \$900.00    |            | 0.00          |      |        |       |             |
| E 43  | WFMY | 09/23/12          | 09/23/12        | News 2 at 11          | CM    | 11-1135p          | -----S  | :30 | 2           | \$350.00   | P-3           | 0.00 | NM     | 2     | \$700.00    |
|       |      |                   |                 | News 2 at 11          |       |                   |         |     |             |            |               |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                |       | 2                 |         |     | \$350.00    |            | 0.00          |      |        |       |             |
|       |      |                   |                 |                       |       |                   |         |     |             |            |               |      | Totals | 90    | \$26,665.00 |